

College of Information Science and Technology



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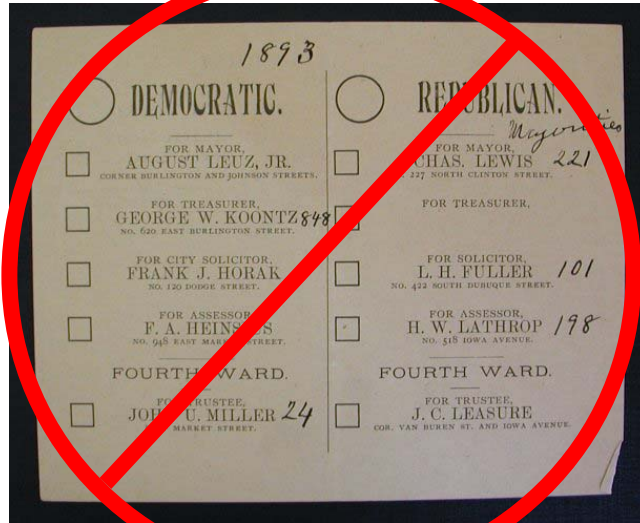
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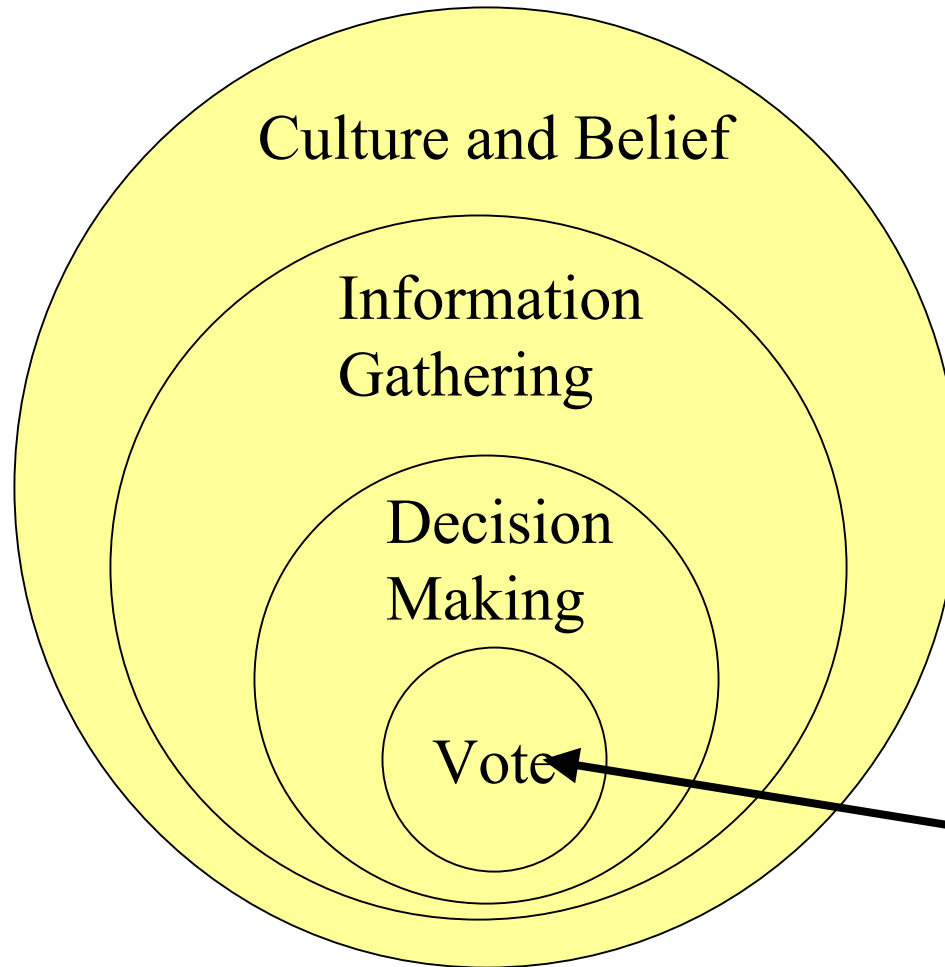
Paper Ballot As Metaphor?

Scott Robertson

College of Information Science



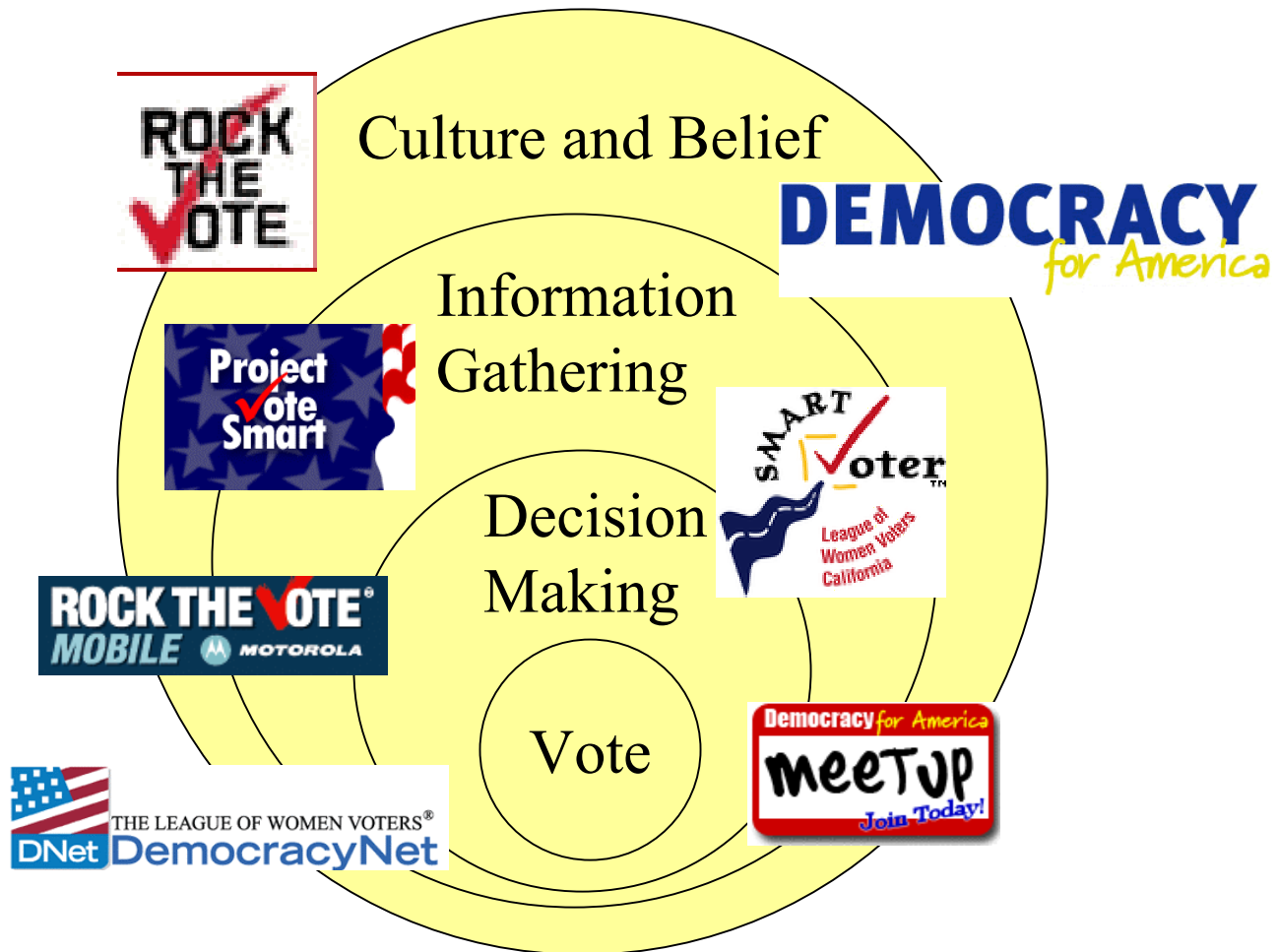
Voting Alone



Vote

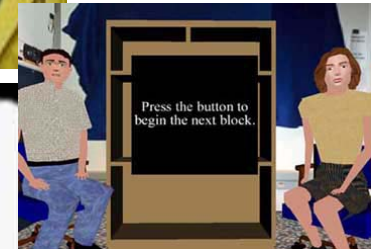


Social Technologies Context



IT Design Context

- Rapid prototyping
- Voter-centered design
- Iteration
- Independence of interface software and hardware
- Rapid technology change is a given



DEMOCRACY
for America

Pros and Cons



OFFICIAL BALLOT
Random County, Somestate

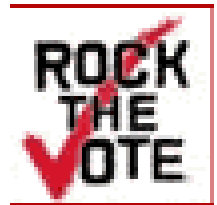
INSTRUCTIONS: To vote for a candidate, make an X in the oval beside the name of the candidate you prefer.

PRESIDENT (vote for one)	U.S. CONGRESS (vote for one)
<input type="radio"/> G. Washington	<input type="radio"/> S. Rayburn
<input type="radio"/> A. Lincoln	<input type="radio"/> J.G. Cannon
<input type="radio"/> (write in)	<input type="radio"/> N. Longworth
	<input type="radio"/> (write in)

- Paper ballots are familiar
- Paper ballots are simple
- Paper-ballot metaphor maps to touch screen technology



- “Frozen metaphor” hinders innovation
- New technologies are very familiar to younger voters
- Voting is out of mediated social contexts



QES: Ballot Viewer Prototype - ballot.xml

President
United States of America

Vote Method: Plurality-Majority (1 seat)

Choose 1 Candidate:

Candidate Name/Party	Ranking
1. Peter Camejo Green	Select
2. John Kerry Democrat	Select
3. George W. Bush Republican	Select
4. Write-In Option	Enter Full Name Select
5. None Of The Above	Select

Total votes: 0

Vote Tally

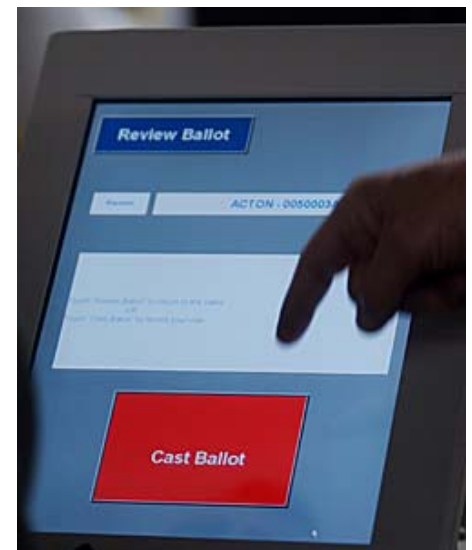


E-Ballot Futures

- Multiple platform support
 - (naturally accommodates accessibility)
- Integration with e-government services
- Integration with other social technologies
- Embrace change
 - Synchronized with 2-year and 4-year technology cycles

Further Out

- Integrated information seeking and voting
- Downloadable electronic sample ballots
 - Uploadable as real ballots?
- Customization
- Multimedia ballots
- Automated help agents for voters
- Automated decision-making advisors
- Rolling (on-demand) voting



Change Goes Both Ways



Examples:

- www.globalvote2004.org
- Internet campaign contributions